

RATING THE INDUSTRY

Which industry companies do you admire most?

RANK	COMPANY	RANK	COMPANY	RANK	COMPANY
1	Toro <i>"Toro is my most admired company because I feel they keep their equipment at the leading edge of technology. They appear to listen to the needs of their golf course customers and design equipment for the superintendent."</i>	11	Andersons Golf <i>"Andersons for providing affordable, environmentally sensitive products that are multi-tasking and that can do many things to make our turf perform at an optimum level."</i>	29	Lebanon Turf <i>"Lebanon Turf – their bio-stimulants and other foliar get my greens through the summer."</i>
2	Syngenta	12	Flowtronex	30	Growth Products
3	Bayer	13	Turfco	31	Yamaha
4	Par Aide <i>"Par Aide, because they do one thing and do it very well!"</i>	14	Grigg Brothers <i>"Grigg Bros. – Best in the market."</i>	32	Ryan
5	Club Car	15	Cleary Chemical	33	Valent
6	Rain Bird Golf <i>"Rain Bird. They continue to be industry leaders in both product development and environmental issues."</i>	16	Agrium <i>"Agrium: doing more to keep the market competitive, and offering more products besides just agency (over) pricing."</i>	34	Redexim <i>"They have been on the leading edge in the U.S. on deep aeration techniques which I believe has the greatest impact on plant strength and health."</i>
7	John Deere Golf <i>"Years ago when John Deere started breaking into the golf and turf equipment arena, they did it by listening to golf course superintendents."</i>	17	PBI Gordon	35	FMC
8	Standard Golf	18	Aquatrols	36	Interstate batteries
9	BASF <i>"BASF: they are always working to get new products aimed toward golf and not as a second thought."</i>	19	EZ Go	37	Trojan Battery
10	Jacobsen <i>"Jacobsen: They are innovative in design, actively looking for better products. Our local service is top notch."</i>	20	Floratine <i>"Floratine. I believe they produce the highest quality products with the user in mind."</i>	38	SePRO
		21	Dow	39	Phoenix
		22	Tee-2-Green <i>"Tee-to-Green: A small company who has had the most impact on the golf course with the Penns and A series bentgrasses."</i>	40	Ewing Irrigation
		23	Bernhard & Co.	41	Aqua Aid
		24	Quali-Pro	42	Horizon
		25	Foley	43	Arysta
		26	DuPont	44	Nufarm
		27	JRM	45	Champion Turf
		28	Precision Labs	46	Becker-Underwood
				47	Neary
				48	Sipcam/Advan
				49	Milliken <i>"Milliken, because they are dedicated to natural products that are compatible with the environment."</i>
				50	Hustler

Who's tops in quality products, communication and brand strength? And who would you like to work for?

You buy from companies you trust and respect. GCI asked superintendents their opinion of the reputations of the companies in our industry through an online survey, with about 350 valid responses. Questions had randomized lists and were multiple choice, preventing the same few companies to be chosen simply because they were at the top. Along with our results, we've included some choice superintendent comments about how they feel about their favorite companies.

Our compiled answers don't necessarily tell who's spending the most money on marketing, and definitely don't define total market share or sales. What they do is give us an idea of which companies superintendents think are meaningful to the industry right now.

Industry companies you trust the most to provide reliable products and support?

RANK	COMPANY	RANK	COMPANY	RANK	COMPANY
1	Toro <i>"Toro - I can count on them to work on a solution to my problem right away and if they can't fix it quickly they will stay in communication with me so I know what is going on."</i>	13	Grigg Brothers <i>"They develop products that help produce better playing conditions and then have the research tested to verify the quality of the products and that it will do what we expect it to do."</i>	32	Growth Products
2	Syngenta <i>"Syngenta. They have a proven track record with our facility. Trust is earned and they have earned it!"</i>	14	Turfco	33	Redexim
3	Bayer <i>"Bayer - Leader in product development. It stands behind its products."</i>	15	Cleary Chemical	34	Interstate batteries
4	Par Aide	16	Aquatrols	35	Ryan
5	Standard Golf	17	EZ Go	36	Phoenix
6	John Deere Golf	18	Floratine	37	Valent
7	BASF	19	Agrium	38	Horizon
8	Club Car <i>"Club Car = Great utility vehicle."</i>	20	Tee-2-Green	39	SePRO
9	Rain Bird Golf	21	Bernhard & Co. <i>"Bernhard & Co. has such a precision product... and much of the golf course function is reliant upon it."</i>	40	Sipcam/Advan
10	Andersons Golf <i>"Andersons' fertilizers are always consistent quality."</i>	22	PBI Gordon	41	Milliken <i>"Milliken, in my opinion, has given me the most bang for my buck, the products have done what they say they will do."</i>
11	Jacobsen <i>"Jacobson. I have always trusted their mowers."</i>	23	Foley	42	Champion Turf
12	Flowtronex <i>"Flowtronex. Bullet proof product!"</i>	24	JRM	43	FMC
		25	DuPont	44	Aqua Aid
		26	Dow	45	Hustler
		27	Quali-Pro	46	Becker-Underwood
		28	Precision Labs	47	Nufarm
		29	Yamaha	48	Arysta
		30	Lebanon Turf	49	Neary
		31	Trojan Battery	50	Ewing Irrigation

TOP 10

COMPANIES THAT DO AN EFFECTIVE JOB
MARKETING AND ADVERTISING TO THE INDUSTRY.

- 1 **Toro**
- 2 Syngenta
- 3 Bayer
- 4 Par Aide
- 5 Standard Golf
- 6 John Deere Golf
- 7 BASF
- 8 Rain Bird Golf
- 9 Andersons Golf
- 10 Turfco

Which ONE chemical company does the best job of serving your specific agronomic needs?

RANK	COMPANY
1	Syngenta
2	Bayer
3	Agrium
4	Andersons Golf
5	BASF
6	Quali-Pro
7	PBI Gordon
8	Sipcam/Advan
9	Phoenix
10	Lebanon Turf

Which ONE chemical company best supports your professional and management needs?

RANK	COMPANY
1	Syngenta
2	Bayer
3	Andersons Golf
4	Agrium
5	BASF
6	Quali-Pro
7	PBI Gordon
8	Phoenix
9	DuPont
10	Sipcam/Advan

Which ONE chemical company offers the best combination of value and products?

RANK	COMPANY
1	Syngenta
2	Quali-Pro
3	Bayer
4	BASF
5	Agrium
6	Phoenix
7	Sipcam/Advan
8	Andersons Golf
9	PBI Gordon
10	Lebanon Turf

Syngenta responds...



Reasons

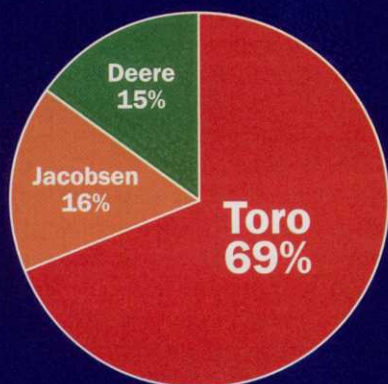
Providing our customers with the highest quality of service and products has been our No. 1 goal for decades. We remain a global leader in the manufacturing of quality plant protection products for the golf industry with a never-ending commitment to our customers and to the innovations they desire. The widespread acknowledgement by survey respondents to that fact further validates our belief that our efforts to deliver the best overall value and reliability to superintendents help retain our industry leading position.

Our commitment to our customers goes far deeper than the integrated product solutions we provide. Syngenta product purchases give superintendents access to agronomic technical support that is "second-to-none,"

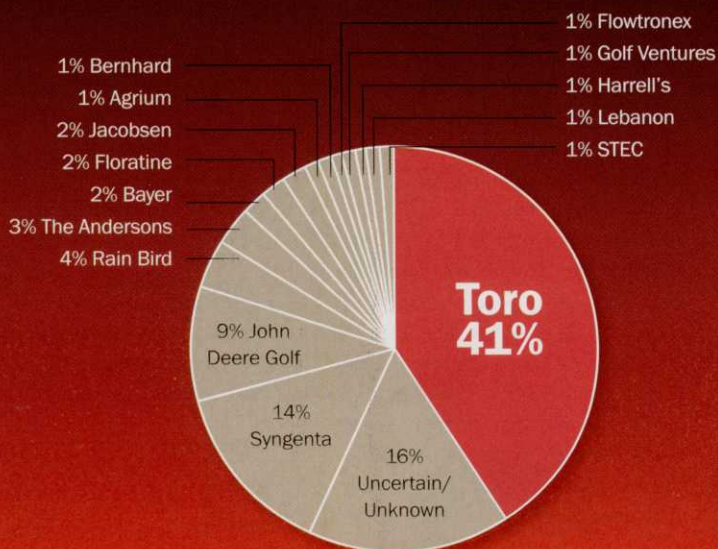
as mentioned in the survey. Syngenta also strives to understand the superintendents' non-agronomic needs. As such, we partnered with the Wake Forest University School of Business in 2009 to develop the Syngenta Business Institute – an intensive, two-day educational event designed for and by superintendents. We are energized by the results in this survey and will continue working to maintain the trust and confidence of our superintendent customers. Syngenta will continue to listen to the needs of our customers and dedicate the necessary resources to provide innovative solutions today and into the future.

— Scott Reasons, Head, Syngenta Turf & Landscape North America

Which ONE major mowing equipment company produces the best quality cutting products for your needs?



Which ONE industry company would you love to work for if you could and why?



Toro responds...

Toro and our distributor partners worldwide consider it a privilege to serve and support the golf industry. We are both honored and humbled to be recognized by our customers as an admired and trusted



Redetzke

company. While this trust is earned over time, the company's ongoing approach to doing business and serving customers is best summed up by one of its key people values that simply states: Do what we say we will do. We try to make this mentality transcend everything we do – from product development and quality to customer service and our relationships. These survey results validate one of the core values of our company; that is the deep respect we have for customer relationships. Recognized as a leader in the industry, Toro continues its commitment to investing in customer relationships, differentiated products, channel development and the ongoing health of the golf industry.

— Darren Redetzke, vice president,
Toro Commercial Business

TOP COMPANY TO WORK FOR

So why would so many golf course superintendents, if they had the chance to give up turf, would work for Toro? Here is a sampling of some of the typical answers they gave...

- Toro is a professional company with a product to be proud of one they stand behind.
- It's a very diverse company that makes quality products, is very active in the industry, big market that includes residential and lawn care
- Work for the best
- Good products sell themselves.
- I'd like to help innovate new equipment products for the best use on golf courses.
- Toro. Seems that it would be fun and rewarding to sell a product that you have a ton of experience with and has quality to back it up.
- Toro...I am a second generation golf course superintendent and in 90 percent of my career I have used Toro irrigation and equipment. I believe in Toro and as I tell my Toro reps, "I bleed Toro Red." They have treated me and my clubs the best of any company in the industry.

But what was also intriguing was that "Uncertain/Unknown was the runner up to Toro. Here's what some superintendents had to say to those responses...

- I couldn't sell if I tried.
- I love what I do as a golf course superintendent, if I had to do something else it would have to be something that improved the environment.
- I prefer to remain a superintendent and not work on that side of the industry.
- I would never want to change to the "other side."
- None (of those companies) are golf courses, so I will stay put, but if had to work for one, which ever paid the most!
- None of them - I fully expect to retire as a golf course superintendent.
- None... but I would like to own Toro.
- I'll pass.
- I really don't know ?!
- Sorry, I am not a good sales person, so it would be best if I stayed at the user end.

Maybe for some superintendents the grass isn't greener on the other side? GCI